

**PLUS
MARKETING**
The Disney Channel's
Growing Pains

- Showtime/TMC parents tap adman for top slot
- Higher than expected pay-to-basic in U.K.
- Miami chides TCI-Americable operations
- Funding woes stall Games Net launch

CableVision™

The news and features weekly of the cable television industry

May 28, 1984

**Adam Smith
was right.**

NCTA chairman Ed Allen



NEW CHIEF AT SHOWTIME/TMC

In a seemingly sudden move, Showtime/The Movie Channel named Neil Austrian, Doyle Dane Bernbach president and chief executive officer, its chairman and CEO. Austrian is expected to bring strong management and marketing skills to his new post. Showtime/TMC President and Chief Operating Officer Mike Weinblatt was asked to stay on in his current position, but so far has not announced his decision.

CABLE: A BIG HIT IN BRIT

Britain's first-up pay TV service, six weeks after launch, has experienced a higher-than-expected pay-to-basic penetration.

ACCESS AT ISSUE IN HARTFORD

Times Mirror's Hartford, Conn., system is embroiled in a controversy over contract renegotiations with six community cable

access organizations. The dispute centers on funding of the groups, and their use of two channels on the system.

MIAMI BRASS CHIDES SYSTEM

Miami Cablevision is found lacking in various elements of its operation, according to a review of the TCI-Americable system released by city officials. Bill Gjebre details their findings.

GAMES NET TAKES TIME-OUT

After a recent announcement that a summer launch was imminent, The Games Network stated last week that, due to financial shortages, it was delaying the start of its down-loaded service.

TV RUFFLES REPRESENTATIVES

A recent flap between House Republicans and the Speaker's office focuses attention on the impact television is having on the House of Representatives' proceedings.

PROGRAMMING 26

Faced with expected high network viewership during the Olympics, the nation's pay services are looking to cut their losses. And already a local public broadcasting institution, New York's WNYC is putting more emphasis these days on its 18-month old local origination cable service, covering Manhattan's pair of systems.

MARKETING/ADVERTISING 28

Home Video Shopper, a 24-hour cable service devoted exclusively to advertiser-sponsored "infomercial" programs, celebrated its first birthday last month. And while the going hasn't been easy for the Green Bay, Wis., service, it's made significant strides, and expects to add national sponsors and more than \$100,000 in billing during its second year.

BUSINESS 30

The Warner Amex Cable rate increase situation in Cincinnati will go to arbitration, and two members of a panel created to weigh the dispute between the MSO and city officials are expected to be named this week. Paul Furiga provides the details.

GOVERNMENT & LAW 38

The California Cable Television Association continues its fight against Pacific Bell's proposal to build a cable system for Palo Alto, Calif., and lease capacity for cable television service back to the city.

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About the cover

Edward Allen, president of Western Communications Inc., shares his thoughts on the future of both NCTA and the industry at large.

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PLUS

Shop talk from Edward Allen

The philosophy of economist Adam Smith is alive and well in the person of incoming NCTA Chairman Ed Allen. A staunch believer in "letting the marketplace decide," Allen outlines his goals for NCTA's upcoming year in an interview with Editor-in-Chief Victor Livingston. Also in *Plus*: West Coast Bureau Chief Eric Taub examines The Disney Channel's growing pains, and takes a look inside the pay service's organization.

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CABLE STATS

Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984E	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH) .. 83,775,000

Homes passed by cable (HP) 54,500,000

Percent of TVHH passed by cable 65.1%

Basic cable subs. 30,700,000

Percent of TVHH with basic cable .. 36.7%

Percent of HP with basic cable .. 56.3%

Pay cable subs 18,300,000

Percent of TVHH with pay cable 21.8%

Percent of HP with pay cable 33.6%

Percent of basic subs with pay cable 59.6%

Figures are as of March 30, 1984
Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Franchising calendar

This chart examines the franchise status of communities since April 1984.

Arizona

Apache Junction—award to Dowden Communications 4/5/84 (6,837 homes)

California

Aviston—award to Catalina Cable TV 4/3/84 (1,500 homes)
Chino—only proposal received from Buena Vista Cable TV (12,000 homes)
Claremont—negotiating with Group W (9,800 homes)
Commerce—RFP issued to operate city owned system deadline 6/15/84 (3,000 homes)
Costa Mesa—award to Copley-Colony Cablevision 3/5/84 (32,637)
Durante—negotiating with KTS Corp. (7,100 homes)
East San Fernando Valley—award to United Cable 9/16/83 (166,000 homes)
East Yolo—proposals submitted by Cablevision, Sonics, Yolo Communications, and Federal Communications Inc., award expected by 7/84 (10,000 homes)
La Puente—only proposal submitted by United Cable (8,600 homes)
Loma—award to Colony Communications 9/6/83 (8,137 homes)
Los Altos—negotiating with United Cable TV, award expected 5/84 (9,000 homes)
Los Angeles—award to Community Cable Entertainment Services System 9/16/83 (180,000 homes)
Norco—award to Falcon Cable of Riverside 9/21/83 (6,300 homes)
Palo Alto—proposals received from Century Federal, City Cable Partners, Pacific Telephone, Marsh Media/Public Service Cable and Cable Communications Co-op of Palo Alto (22,000 homes)
Pico Rivera—award to Rogers California Cable System 4/2/84 (15,500 homes)
Placentia—award to Group W 2/7/84 (1,200 homes)
Sacramento—award to Cablevision Systems 11/22/83 (360,000 homes)
San Gabriel—award to Falcon Communications 3/20/84 (11,600 homes)
South Monrovia—proposals received from Falcon Communications and Acton Corp. (5,400 homes)
Sunnyvale—refranchising award to Sunnyvale Cable TV 2/14/84 (43,000 homes)
West Covina—award to Falcon Communications (28,000 homes)
Yorba Linda—deadline extended for statements of interest (12,000 homes)

Colorado

Larimer County—award to Cable Systems 8/22/83 (1,500 homes)
Loveland—award to Scripps Howard 9/26/83 (1,000 homes)

Delaware

Wilmington—accepting proposals from cable consultants to review current system (140,000 homes)

District of Columbia

proposals received from D.C. Telecommunications Development Corp., Capital City Cable and District Cablevision Inc., award expected 6/84 (254,000 homes)

Florida

Fellsmere—award to Sci Ad 3/29/84 (1,500 homes)
Tiere Verde—award to Centel 8/9/83 (2,000 homes)

Illinois

Chicago—final awards granted to four of five areas. Area I proposals under review (300,000 homes). Area II award to Group W (217,000 homes). Area III award to Group W (193,000 homes). Area IV to Chicago Cable Communications (TCI/Cross Country joint venture) (6,000 homes). Area V to Continental Cablevision (188,000 homes)
Countrywide—preliminary award to Cablevision of Chicago (2,200 homes)
Elmwood Park—RFP issued (9,500 homes)
Harwood Heights—award to MetroVision 10/11/83 (2,000 homes)
Naperville—RFP re-issued (17,000 homes)
St. Charles, Geneva—award to Centel 2/21/84 (10,000 homes)
Villa Park—award to Multimedia 3/19/84 (7,100 homes)
Wheaton—negotiating with Centel, award expected by 5/84 (16,000 homes)
Winnetka—decision to have cable has been postponed (13,000 homes)
Woodbridge—negotiating with Multimedia (260 homes)

Iowa

Clearfield—award to Afton Cablevision 9/20/83 (150 homes)

Diognol—award to Afton Cablevision 8/30/83 (200 homes)
Morning Sun—award to Liberty Communications (450 homes)
Murray—award to Afton Cablevision 8/30/83 (280 homes)

Kentucky

Calloway County—award to Bluegrass 5/8/84
Danville—award to RV Cablevision 1/13/84 (12,800)
Fulton—proposal from TCI, award expected 6/84 (2,400 homes)
Greenville, Central City and Muhlenburg County—award to TCI 1/84 (13,000 homes)
Loretto—RFP deadline extended
Mayfield—franchise renewal granted to ATC 9/83 (4,500 homes)

Maine

Harpiswell—award to Video Vision 8/18/83 (2,800 homes)
Heron—award to Maine Cable Co. 8/17/83 (1,062 homes)

Maryland

Baltimore—only proposal submitted by United Cable, award expected by 7/84 (302,000 homes)
Carroll County—award to Prestige Cable 10/14/83 (30,000 homes)
Easton—City Council approved municipal ownership 6/83, construction to start by 11/83 (3,600 homes)

Massachusetts

Belchertown—no responses to RFP
Belmont—exploring municipal ownership of cable
Berkley, Dighton, Freetown—proposals submitted by Continental Cablevision
Boxborough—proposals submitted by Nashoba Communications and Adams-Russell (3,100 homes)
Boylston—award to Boylston Municipal Light Co. 1/9/84 (1,200 homes)
Cambridge—RFP to be issued 6/84 (43,000 homes)
Dedham—award to Bay Cable TV 11/17/84 (8,000 homes)
East Bridgewater—Campbell Communications denied award, Campbell is appealing (2,500 homes)
Easton—award to Continental Cablevision 1/9/84
Groton—proposals submitted by Nashoba Cable, Northeast Cable TV and United Cable (2,000 homes)
Hamilton and Wrentham—award to Continental Cable 3/5/84 (2,300 homes)
Holden—award to Greater Worcester Cablevision 3/5/84 (4,000 homes)
Holliston—preliminary award to Massachusetts Cablevision Systems Inc. (3,922 homes)
Lincoln—proposals received from Adams-Russell, New Communications Corp. and TeleCommunications Inc. (1,700 homes)
Marblehead—restarting franchising process
Medfield—only proposal from Massachusetts Cablevision (3,400 homes)
Mendon—only proposal received from Campbell Communications, award expected 7/84 (5,000 homes)
Middleborough—proposals from Middleborough Gas & Electric, Continental Cablevision and Campbell Cable Systems
Nahant—only proposal from Warner Amex, no action until summer 1984 (1,433 homes)
Norfolk—award to Massachusetts Cable 4/2/84 (1,890 homes)
Pembroke—award to Campbell Communications 10/83 (3,500 homes)
Pepperell—award to United Cablevision of Connecticut 10/11/83 (2,800 homes)
Plymouth—award to Campbell Communications 2/13/84 (650 homes)
Sandwich—only proposal received from Campbell Communications (5,000 homes)
Seekonk—preliminary award to Massachusetts Cablevision (6,000 homes)
Shirley—proposals submitted by United Cablevision and Mashoba Communications (1,827 homes)
Southborough—only proposal from Worcester Cablevision
Sterling—proposals received from Wachusett Cablevision and Sterling Electric Light Co., award expected 6/84 (2,000 homes)
Slow—only proposal received from Adams-Russell (1,600 homes)
Towns—award to Nashoba Communications 11/83 (2,306 homes)
Upton—only proposal received from Worcester Cablevision Inc. (1,600 homes)

CABLE STATS

Walpole—award to Massachusetts Cablevision 10/83 (5,676 homes)
Wayland—proposals under review, award expected by 7/83 (3,500 homes)
West Bridgewater—award to Continental Cablevision 11/7/83 (2,000 homes)
Westminster—preliminary award to Adams-Russell 12/83 (1,000 homes)
Weston—proposals received from Adams-Russell, Continental Cable Cooperative
Waylen Cable Cooperative and Kalba Bowen
Westport—preliminary award to United Cablevision Funding appealed by Westport
Cable Television (5,500 homes)

Michigan

Bloomfield Township, Bloomfield Hills—award to Booth Communications 9/12/83 (15,000 homes)
Detroit—award to Barden (471,000 homes)
Homer Township—negotiating with Getty TV, award expected 5/84
Jerome Township—award to Whitney Cablevision
Lake Orion—proposal submitted by Tribune United, Concord Telecommunications and Multi-
Cablevision
Monroe—City Council awarded franchise to Communication and CableVision Inc. to compete
with existing franchised cable system, Monroe Cablevision
West Bloomfield, Keego Harbor, Orchard Lake, Sylva Lake—negotiating with Continental
Cablevision (16,437 homes)
West Oakland County—award to Greater Media 11/23/83 (32,581 homes)
Westland—award to Continental Cablevision 2/84 (29,000 homes)

Minnesota

Afton, Cottage Grove, St. Paul Park, Denmark, Grey Cloud, Newport, Woodbury (South
Washington County Cable Commission)—award to Telephone and Data Systems 1/13/84
(12,864 homes)
Albertville, St. Michael—award to Carlos Padraja 10/83 (637 homes)
Annington, Gaylord, Winthrop, Gibbon, Green Isle—award to Dowden Communications 9/9/83
(2,568 homes)
Atwater—award to Armco Communications 8/83 (463 homes)
Belle Plaine—RFP issued, proposals due 5/3/84 (5,227 homes)
Big Lake, Buffalo, Coon Rapids, Duluth, Medina, St. Bonifacius, Rockford, Watertown, Maple
Lake—proposals received from Rite Cable and Dow Sat Cable of Minnesota
Blaine, Centerville, Circle Pines, Coon Rapids, Lexington, Ham Lake, Spring Lake (North
Central Suburban Cable Communications Commission)—award to Group W 9/9/83 (27,191
homes)
Brooklyn—award to Armco Communications 8/83 (297 homes)
Chanhassen, Carver County and Hennepin County—award to Dowden Communications 1/5/84
Clarkfield—award to DeSutter Cablevision 10/83 (475 homes)
Deer River—award to Deer River Tel. Co. 9/83 (373 homes)
Dodge Center—award to Dowden Communications 9/9/83 (700 homes)
Eagle Bend—award to Parker's Prairie Tel. Co. 9/83 (517 homes)
Foley—award to Westel Communications 10/83 (575 homes)
Forest Lake, Forest Lake Township, Columbus Township, Scandia Township—award to Citation
Cable 11/83 (5,619 homes)
Grand Marais—award to Cable-Tron 9/9/83
Grove City—award to Armco Communications 8/83 (248 homes)
Hendrum—award to Ada Cable 8/83 (147 homes)
Heron Lake—award to B&R Electronics 10/83 (313 homes)
Iveston—award to TeleCommunications 10/83 (475 homes)
Maple Plain—proposals submitted by Dowden Communications and Rite Cable Company of
Minnesota (457 homes)
Menasha—award to West Central Tel. Co. 8/83 (457 homes)
Minneapolis—Storer in north sold to Rogers in south 8/83 (170,000 homes)
Minnetrista, Spring Park, St. James, Medina, St. Bonifacius, Excelsior, Deephaven, Woodland
Victoria, Tonka Bay, Orono, Minnetonka Beach, Greenwood, Long Lake (Lake Minnetonka
Cable Communications Commission)—award to Dowden Communications 12/19/83 (11,682
homes)
New Richland—award to Westel Communications 10/83 (503 homes)
Northfield, Northfield Twp., Dundas, Bridgewater Twp., Rice County, Watford Twp., Dakota
County—award to Nor-Com Video 12/9/83 (4,416 homes)
Oakport Township—award to Spectrum Communications 10/83 (200 homes)
Oklee—award to Garden Valley Tel. Co. 10/83 (242 homes)
Parker's Prairie—award to Mid-West Tel. Co. 10/83 (400 homes)
Savage—drafting RFP (272 homes)
Stillwater, Bayport, Oak Park Heights (Central St. Croix Valley area)—award to Telephone and
Data Systems 8/12/83 (6,000 homes)
Trumont—award to Terri Tel. Co. 10/83 (351 homes)
Wabasso—award to Star Gazers 10/83 (301 homes)
Waconia—beginning process (1,024 homes)
Wayzata—award to Dowden Communications (1,800 homes)
West St. Paul—proposals received from Continental Cablevision and Rite Cablevision (24,032
homes)
Windom—plan municipal ownership (1,600 homes)

Missouri

St. Louis—award to STL Cablevision Partners Inc. (75% of city) and St. Louis City
Communications (25% of city) 4/11/84 (178,000 homes)

Nebraska

Bancroft—award to Midlands 12/5/83 (350 homes)

New Hampshire

Hamstead—final award to Rockingham Cablevision (1,500 homes)
Manchester—no proposals submitted by deadline
Newton—negotiating with Harron Communications (1,124 homes)
Pelham—negotiating with Harron Communications (2,500 homes)
Sandown—proposals received from Harron Co. and Continental (800 homes)
Wolfeboro—award to Lakes Cablevision Corp. 1/18/84 (833 homes)

New Jersey

Jersey City—determining cable options
Patterson—plan municipal ownership, RFP issued for operation (55,000 homes)

New York

Beekman—award to Dutchess County Cablevision Assoc. 3/13/84 (2,100 homes)
Mayville—award to U.S. Cable 9/26/83 (5,430 homes)
Mt. Upton—NewChannels denied award, future uncertain
New York City—final awards for outer boroughs 6/30/83, Warner Amex—Western Brooklyn,
Northern Queens, Cablevision Systems—Eastern Brooklyn, Bronx, Cox Cable and Vision
Cable—Staten Island, ATC—areas of Queens, Queens Inner Unity
Cable—Southern Queens
North Salem—RFP re-issued, deadline extended until 5/31/84 (1,100 homes)
Norwich—NewChannels withdrew application, exploring other alternatives (100 homes)
Portland—negotiating with Tribune Cable (150 homes)
Tully—award to NewChannels 8/29/83
Union Vale—only proposal from Consolidated Communication (775 homes)

North Carolina

Camden—drafting RFP
Jackson—statements of interest being accepted (400 homes)
Pamlico County—award to Kounty Cablevision 10/17/83 (4,000 homes)

Ohio

Avon—preliminary award to Space Cable of Ohio (2,000 homes)
Batavia Township—award to So-Comm 9/20/83 (4,000 homes)
Bethel—award to Cable Management Group 9/19/83 (1,200 homes)
Brooklyn—municipal ownership under consideration (4,000 homes)
Cleveland—city still deliberating municipal versus private ownership
Garfield Heights—award to Space Cable 9/23/83 (12,000 homes)
Lordstown—deliberating municipal versus private ownership
Oberlin—proposals received from Oberlin Cable Co.-Op and Grafton Cable, award expected
5/84 (2,600 homes)
Quincy—final award granted to Cable Management Group 8/83 (250 homes)
Russell—award to Cablevision of Georgia 9/14/83 (1,500 homes)

Oregon

Amity—award to Eagle Cable Systems Inc. 1/9/84 (400 homes)
Cottage Grove—award to McCaw Communications (2,500 homes)
Dunthorpe—negotiating with Liberty Communications (TCI) (507 homes)
Sylvan—negotiating with Liberty Communications (TCI) (1,200 homes)

Pennsylvania

Franklin Township—award to Scatcom Cable 11/83 (800 homes)
Philadelphia—city is divided into four areas, RFPs have been reissued for the four areas with a
deadline for 7/2/84 (each area 155,000 homes)

Rhode Island

Newport (Middletown, Portsmouth, Tiverton, Little Compton)—reviewing proposals (29,500
homes)

Texas

Azle—award to Teltran 4/3/84 (2,200 homes)
Plano—award to TeleCable 8/83 (30,000 homes)

Virginia

Berryville, Clarke County—negotiating with Berryville TV Cable Co. (600 homes)
Dinwiddie County—award to Crater General Communications 11/2/83
Manassas—considering municipal ownership of cable (5,510 homes)
Suffolk—award to Suffolk Cable Communications 2/1/84
(16,697 homes)

Washington

Granger, Toppenish, Wapato, Zillah—award to McCaw Communications 9/83 (5,300 homes)

Wisconsin

Hayward—no bids submitted (1,000 homes)
Hudson—award to Telephone and Data Systems 11/21/83
Hustisford—award to Cable Communications Corp. 12/5/83 (350 homes)
Johnson Creek—award to Telenational of Milwaukee 9/83 (400 homes)
New Glarus—negotiating with Teledata Systems (675 homes)
Watford—negotiating with Total TV (600 homes)

Wyoming

Gillette—franchise renewal granted to Televents 4/18/84 (7,500 homes)

Source: Titch Communications Inc.

Franchising in the top 50 markets

Rank	Market	Status of core city	Rank	Market	Status of core city	Rank	Market	Status of core city
1	New York	Manhattan—2-OP outer boroughs 8-FG	21	Sacramento	FG, OP	42	Oklahoma City	Two systems, OP
2	Los Angeles	City is divided into 14 areas (A-N) 10-OP, 2-UC, 2-FG	22	Indianapolis	Two systems, OP	43	Louisville	Two systems, OP
3	Chicago	City is divided into five areas Area I-FP Areas II, III, IV-V-FG	23	Portland	Three systems, OP	44	Salt Lake City	OP
4	Philadelphia	City is divided into N, S, E, W, RP additional area in S-OP	24	Phoenix	Three systems, OP	45	San Antonio	OP
5	San Francisco	OP, system to be upgraded	25	Hartford	Two systems, OP	46	Charleston	Two systems, OP
6	Boston	OP	26	New Haven	OP	47	Norfolk/Newport	Four systems, OP
7	Detroit	FG	27	Cincinnati	Two systems, OP	48	Harrisburg, York	Four systems, OP
8	Washington, D.C.	FP	28	San Diego	UC	49	Wilmington/Lancaster	Four systems, OP
9	Cleveland	BP	29	Kansas City	OP	50	Albany/Schenecady/Troy	Three systems, OP
10	Dallas/Ft. Worth	Two systems, OP	30	Milwaukee	OP			
11	Houston	Two systems, OP	31	Nashville	OP			
12	Pittsburgh	OP	32	Charlotte	OP			
13	Miami	OP	33	Buffalo	OP, OP			
14	Seattle/Tacoma	City is divided into five parts (4-OP, 1-BP, Tacoma-OP)	34	Providence	OP, OP			
15	Minneapolis	OP, FG	35	New Bedford	Two systems, OP			
16	St. Paul	OP, FG	36	Orlando	Two systems, OP			
17	Atlanta	OP	37	Daytona Beach	Two systems, OP			
18	St. Louis	FG	38	New Orleans	OP			
19	Tampa	UC, OP	39	Memphis	OP			
20	St. Petersburg	OP	40	Columbus	Four systems, OP			
	Denver	OP	41	Greenville/Asheville/Spartanburg	Three systems, OP			
	Baltimore	FP		Grand Rapids	Three systems, OP			
				Kalamazoo/Battle Creek	Three systems, OP			
				Birmingham	OP			
				Raleigh/Durham	Two systems, OP			

Legend

OP—operational
UC—under construction
FG—preliminary franchise award
FP—franchise pending
RP—request for proposal issued
BP—beginning process

Source: Titch Communications Inc.